



WPVI-TV PHILADELPHIA  
4100 City Line Ave.  
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 11-01-2012 PAGE: 1 of 2

MCLAUGHLIN & ASSOCIATES - 19171  
ATTN: MARIANNE CAMPBELL  
566 SOUTH ROUTE 303  
BLAUVELT NY 10913

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
403915	10-26-2012	10-31-2012	1	RUNYAN FOR CONGRESS	RUNYAN FOR CONGRESS	POLITICALS	WPVI - PHILADELPHIA

Agency Est# 636			CMS # 247432	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 247432						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$		
Agency CPE: E : 636																						
1	10-29-2012	11-02-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)				9	15	2	2	2	2	2			10	750	10	7,500.00		
				(BOOKENDS)																		
2	10-29-2012	11-02-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)				9	15	2	2	2	2	2			10	750	10	7,500.00		
				(BOOKENDS)																		
3	10-30-2012	10-30-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				7	15		2						2	1,000	2	2,000.00		
				(BOOKENDS)																		
4	10-29-2012	11-02-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				8	15	2	2	2	2	2			10	850	10	8,500.00		
				(BOOKENDS)																		
5	10-29-2012	11-02-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)				9	15	2	2	2	2	2			10	1,100	10	11,000.00		
				(BOOKENDS)																		
6	10-29-2012	11-02-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)				7	15	2	2	2	2	2			10	1,900	10	19,000.00		
				(BOOKENDS)																		
7	10-29-2012	11-02-2012	07:00PM - 07:30PM	ACCESS MO-FR JEOPARDY (7063)				9	15	2		2		2			6	1,500	6	9,000.00		
				(BOOKENDS)																		
8	10-30-2012	11-01-2012	07:30PM - 08:00PM	ACCESS MO-FR WHEEL (7064)				9	15		2		2				4	1,500	4	6,000.00		
				(BOOKENDS)																		
9	10-29-2012	11-02-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)				9	15	2	2	2	2	2			10	2,100	10	21,000.00		
				(BOOKENDS)																		
10	10-29-2012	11-02-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)				9	15	2	2	2	2	2			10	325	10	3,250.00		
				(BOOKENDS)																		
11	11-04-2012	11-04-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)				7	15							2	2	900	2	1,800.00		
				(BOOKENDS)																		
M	MG Group #	Preempted	Rate Reason	MG Description					Duration													
	335850	11-04-2012	900 POLITICAL	2 X 15 @ \$325 Su 09:00AM - 10:00AM - 11/04/12-				9	15								X	2	325	2	650.00	
		11-04-2012	900 POLITICAL	11/04/12 (7057) (Bookends),				8	15									2	325	2	650.00	
				2 X 15 @ \$325 W 05:00AM - 06:00AM - 10/31/12-				8	15									2	75	2	150.00	
				10/31/12 (6948) (Bookends),				8	15									2	175	2	350.00	
				2 X 15 @ \$75 Su 12:00AM - 02:00AM - 11/04/12-																		
				11/04/12 (6974) (Bookends),																		
			2 X 15 @ \$175 T 04:30AM - 04:59AM - 10/30/12-																			
			10/30/12 (7585) (Bookends)																			
Total:			1,800																			
Preempt Total:																	-2		-1,800.00			

This agreement is subject to the terms and conditions indicated above.

Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Agency Est# 636		CMS # 247432		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 247432					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
12	10-29-2012	10-29-2012	07:54PM - 07:55PM	ACCESS WEEKDAY (6991)			13	15	1							1	0	1	0.00
																Contracted Gross Total:		85	96,550.00
																Actual Gross Total:		91	96,550.00
																Agency Commission:			14,482.50
																Net Total:			82,067.50
Month/YR			Preempted		Made Good		Contract Total		Adjustments							Actual Total			
Nov 12			1,800.00		1,800.00		96,550.00		0.00							96,550.00			
TOTAL			1,800.00		1,800.00		96,550.00		0.00							96,550.00			

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